

**SME Development Fund (SDF)/
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)
(Organisation Support Programme) (OSP)**

Final Report on Approved Project

Project ref. no. : BUD 12 4 007
Project title : To promote the image of “High End Intimate Apparel
Sourcing Service Provider” in intimate apparel
industry to enhance domestic sales in the China
market
Period covered : From 01/06/13 to 30/11/15
(dd/mm/yy) (dd/mm/yy)

1. Project Details

(Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

Project Summary (in about 150 words)

The project objective is to promote and demonstrate the capability of Hong Kong intimate apparel industry in supplying high end product to China.

Under this project, a "Hong Kong Pavilion" will be setup in three Business to Business international intimate apparel exhibitions in China. The "Hong Kong Pavilion" will promote Hong Kong's image of being a Business to Business "High End Intimate Apparel Sourcing Service Provider" with the capability to provide a one-stop solution for intimate apparel retailers/brand owners. A video programme will demonstrate the capability and international experience of Hong Kong SME from design, material sourcing, project management, production technology and quality systems which are used to achieve the international quality requirements. A sourcing guide book will collect all the intimate apparel suppliers and then categorize into different sectors for ease of buyer reference.

Project Objective(s) (in about 80 words)

1. To promote Hong Kong's image of "High End Intimate Apparel Sourcing Service Provider " by showing her capability to provide a one-stop Business to Business solution for domestic intimate apparel retailers/brand owners.
2. To demonstrate the international experience and capability of Hong Kong's intimate apparel industry to provide products meeting international quality standards for supplying the China domestic retailers/brand owners.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Intimate Apparel Industries' Association Ltd. (HKIAIA)
The Federation of Hong Kong Industries (FHKI)
Textile Council of Hong Kong Ltd.

Collaborating Organisation(s) : The Hong Kong General Chamber of Textiles Ltd.

Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Mr. WONG Kai Chi, Kenneth</u>	<u>Hong Kong Intimate Apparel Industries' Association Ltd.</u>	<u>2610 2910/ 2610 2910</u>
Deputy Project Co-ordinator	: <u>Mr. Kwok Keung LEE</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5551/ 2788 5543</u>

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>01/06/13</u>	<u>30/11/15</u>	<u>30</u>
Revised (if applicable)	_____	_____	_____

2. Summary of Project Results

Project Deliverables

(Please list out the project deliverables as stated in the project proposal appended to the project agreement and provide details related to the actual result achieved for each of them.)

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
a)	Interfiliere Shanghai Exhibition 2013	Around 50 – 80 pieces of displayed items from 20 – 30 intimate apparel manufacturers involved in the common display	Over 80 pieces of displayed items from 22 intimate apparel manufacturers involved in the common display	
b)	Business matching session at Interfiliere Shanghai Exhibition 2013	No quantifiable target	Over 20 Hong Kong companies participated	
c)	(Shenzhen) International Brand Underwear Fair 2014	Around 50 – 80 pieces of displayed items from 20 – 30 intimate apparel manufacturers involved in the common display	Over 80 pieces of displayed items from 28 intimate apparel manufacturers involved in the common display	
d)	Business matching session at (Shenzhen) International Brand Underwear Fair 2014	No quantifiable target	Over 20 Hong Kong companies participated	
e)	Interfiliere Shanghai Exhibition 2015	Around 50 – 80 pieces of displayed items from 20 – 30 intimate apparel manufacturers involved in the common display	Over 80 pieces of displayed items from 22 intimate apparel manufacturers involved in the common display	
f)	Business matching session at Interfiliere Shanghai Exhibition 2015	No quantifiable target	Over 20 Hong Kong companies participated	
g)	Sourcing Guidebook	3,000 copies	3,000 copies	
h)	Promotional Leaflets	3,000 leaflets	3,000 leaflets	
i)	Promotional Video	1 e-version + 3000 copies	1 e-version + 3000 copies	

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

	Deliverable	Description
a)	To set up a Hong Kong Intimate Apparel Pavilion in Interfilere Shanghai Exhibition 2013	<ul style="list-style-type: none"> - A Hong Kong Intimate Apparel Pavilion was set up in Interfilere Shanghai Exhibition 2013 from 22nd Oct to 23rd Oct. - It aims to enhance the competitiveness of Hong Kong intimate apparel suppliers for the domestic sales market. - Over 80 pieces of displayed items from 22 intimate apparel manufacturers were involved in the common display in the pavilion. - Over 5 individual exhibitors were invited to participate to along the edges of the Hong Kong Intimate Apparel Pavilion to form a unity of Hong Kong intimate apparel manufacturing. - Advertising materials such as banners and form boards were decorated in pavilion.
b)	To organize a business matching session in Interfilere Shanghai Exhibition 2013	<ul style="list-style-type: none"> - A business matching session was arranged at the Hong Kong Pavilion. - It provides opportunities for participants to meet with mainland potential buyers and to explore business opportunities. - Over 20 Hong Kong companies participated in the session.
c)	To set up a Hong Kong Intimate Apparel Pavilion in (Shenzhen) International Brand Underwear Fair 2014	<ul style="list-style-type: none"> - A Hong Kong Intimate Apparel Pavilion was set up in (Shenzhen) International Brand Underwear Fair 2014 from 7th May to 9th May. - It aims to enhance the competitiveness of Hong Kong intimate apparel suppliers for the domestic sales market. - Over 80 pieces of displayed items from 28 intimate apparel manufacturers were involved in the common display in the pavilion. - Over 5 individual exhibitors were invited to participate to along the edges of the Hong Kong Intimate Apparel Pavilion to form a unity of Hong Kong intimate apparel manufacturing. - Advertising materials such as banners and form boards were decorated in pavilion.
d)	To organize a business matching session in (Shenzhen) International Brand Underwear Fair 2014	<ul style="list-style-type: none"> - A business matching session was arranged at the Hong Kong Pavilion. - It provides opportunities for participants to meet with mainland potential buyers and to explore business opportunities. - Over 20 Hong Kong companies participated in the session.
e)	To set up a Hong Kong Intimate Apparel Pavilion in Interfilere Shanghai Exhibition 2015	<ul style="list-style-type: none"> - A Hong Kong Intimate Apparel Pavilion was set up in Interfilere Shanghai Exhibition 2015 from 12th Oct to 13th Oct. - It aims to enhance the competitiveness of Hong Kong intimate apparel suppliers for the domestic sales market. - Over 80 pieces of displayed items from 22 intimate apparel manufacturers were involved in the common display in the pavilion. - Over 5 individual exhibitors were invited to participate to along the edges of the Hong Kong Intimate Apparel Pavilion to form a unity of Hong Kong intimate apparel manufacturing. - Advertising materials such as banners and form boards were decorated in pavilion.
f)	To organize a business matching session in Interfilere Shanghai Exhibition 2015	<ul style="list-style-type: none"> - A business matching session was arranged at the Hong Kong Pavilion. - It provides opportunities for participants to meet with mainland potential buyers and to explore business opportunities. - Over 20 Hong Kong companies participated in the session.

g)	To develop a sourcing guidebook	<ul style="list-style-type: none"> - A bilingual sourcing guidebook of Hong Kong intimate apparel companies will be compiled. - It will include a summary of current development of Hong Kong intimate apparel manufacturing industry and categorise Hong Kong suppliers by services/ products provided. - 3,000 copies were printed and distributed in the Hong Kong Intimate Apparel Pavilion.
h)	To develop a promotional leaflet	<ul style="list-style-type: none"> - A promotional leaflet will be developed. - 3,000 copies were printed and distributed in the Hong Kong Intimate Apparel Pavilion.
i)	To develop a promotional video	<ul style="list-style-type: none"> - The video focuses on demonstrating the innovate design capabilities, professional sourcing experiences, international perspective, quality management system and professional services of Hong Kong intimate apparel suppliers. - It aims to demonstrate the capability and international experience of Hong Kong intimate apparel industry. - The video was played in exhibitions and uploaded to the HKIAIA website for promotion. - 3,000 copies in DVD format will be developed and distributed to visitors in the Hong Kong Intimate Apparel Pavilion.

Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
- To line up with various Hong Kong intimate apparel suppliers such as accessories, fabrics and lace, and garment manufacturers in forming a "Hong Kong Intimate Apparel Pavilion" participating as a group in the 3 international exhibitions in the Mainland	30 Sep 2013		C
(a) sourcing guide book, leaflet and video			
- To demonstrate intimate apparel products inside the "Hong Kong Pavilion" set at Interfilere Shanghai exhibition	31 Jan 2014		C
- To line up with various Hong Kong intimate apparel companies for the video programme			
-To collect a list of Hong Kong intimate apparel company information ranging from accessories, fabrics and lace, and garment manufacturers for establishing the Hong Kong intimate apparel company			
(b) sourcing guide book			

<ul style="list-style-type: none"> - To draft the content and script of video programme on Hong Kong intimate apparel industry - To draft leaflet content - To draft sourcing guide book content - To demonstrate intimate apparel products inside the “Hong Kong Pavilion” set at China (Shenzhen) International Brand 	30 Jun 2014		C
<p>(c) Underwear Fair</p> <ul style="list-style-type: none"> - To develop the video programme on Hong Kong intimate apparel industry and produce DVD for promotion - To develop the Hong Kong intimate apparel company sourcing guide book 	30 Nov 2014	30 Sep 2015	C
<p>(d) - To develop a leaflet</p> <ul style="list-style-type: none"> - To disseminate intimate apparel industry DVD for promotion - To distribute intimate apparel company sourcing guide book - To disseminate intimate apparel industry leaflet for promotion - To demonstrate intimate apparel products inside the “Hong Kong Pavilion” set at 	30 Nov 2015		C
<p>(e) Interfilere Shanghai exhibition 2015</p>			

Future Plan for Promoting the Project Deliverables (Nil if not applicable)

Nil
